

Austin Parks and Recreation Department Hancock Golf Course



Parks and Recreation Board Presentation

June 2021

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Hancock Golf Course/Park Space

PARD Goals for Hancock Golf Course/Surrounding Park Space:

- 1) Increase the fiscal responsibility of City funds
- 2) Financial solvency at Hancock Golf Course
- 3) Maintain golf's historic significance at this location
- 4) Maintain Shared use of Space

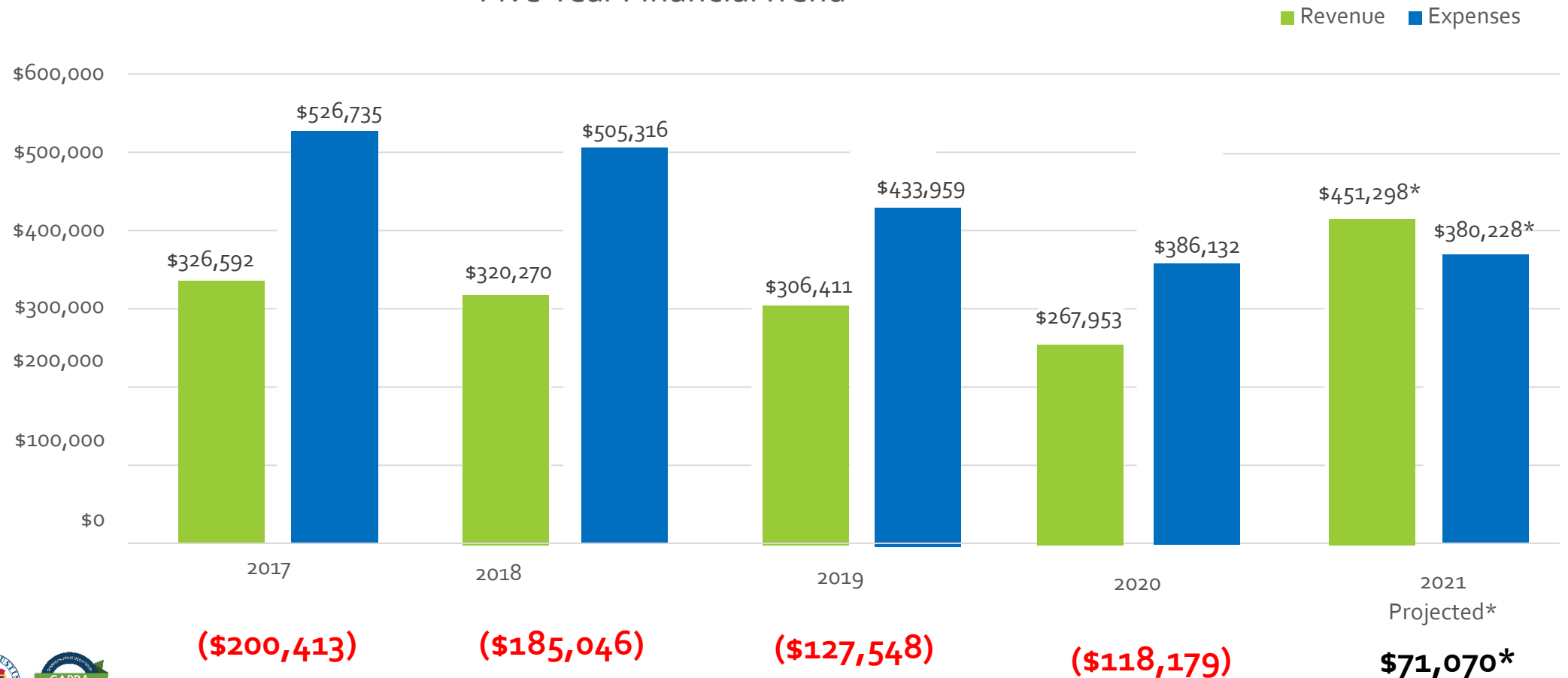
Challenges:

- Limited General Fund Resources
- 9-hole Golf Course
 - Minimal Staffing Levels (Pay Station)
 - Limited Pro Shop Services
 - Course Conditions
- Aging Maintenance Equipment



Hancock Golf Course Financial Challenges

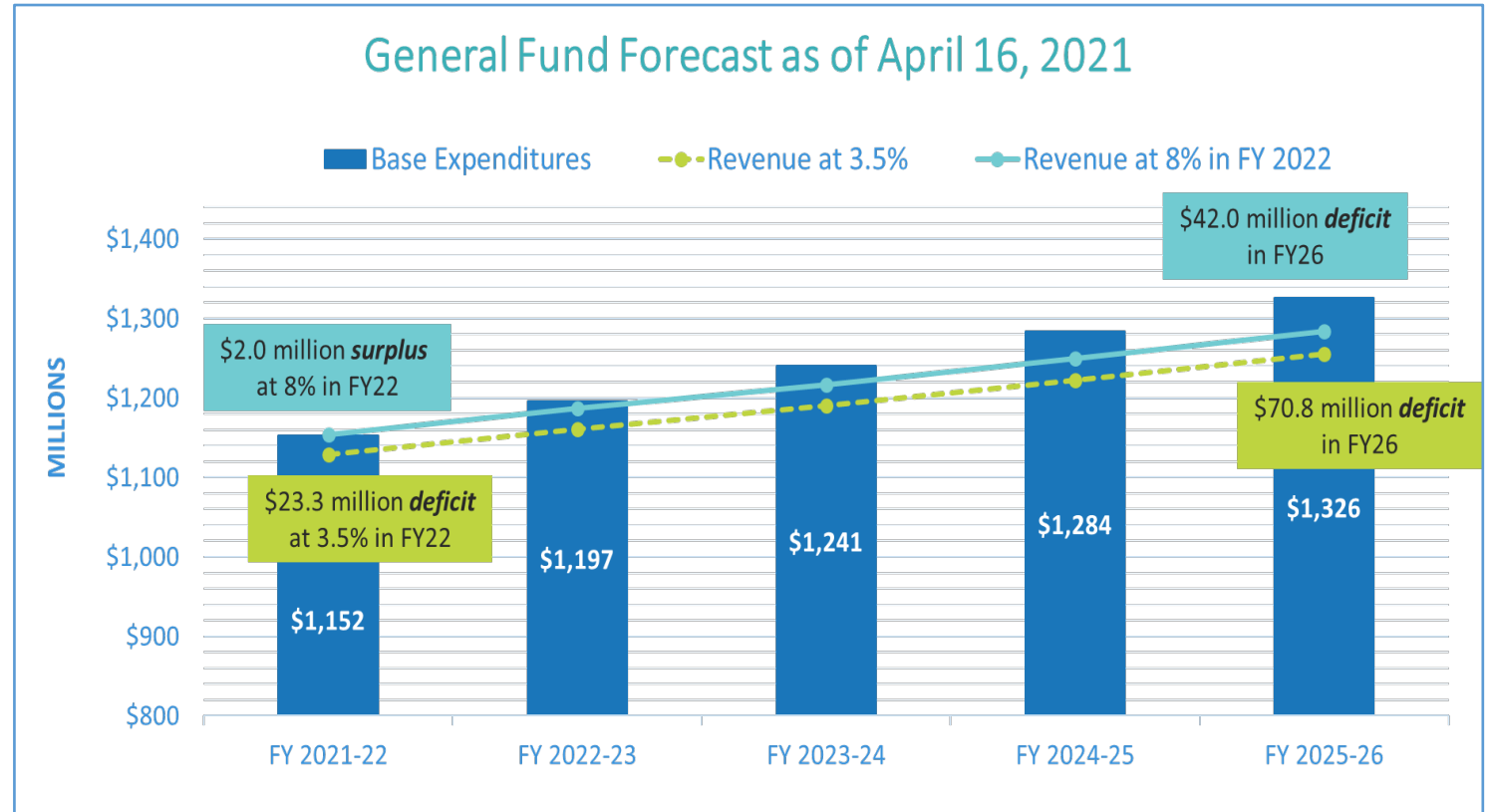
Five Year Financial Trend



* FY2021 Forecasted Revenue Totals Based on Current Actuals through May 31, 2021.

General Fund Outlook

- General Fund Fiscal Year 2021 (FY21) Estimates
 - Revenue estimated to end year \$8.3 million below FY21 Budget
 - Future Revenue tax caps at 3.5%
 - “Departmental revenues much weaker than budgeted due to extended duration of shutdown in comparison with assumptions made last summer.”
- Enterprise Golf Fund
 - \$1.0M Annual Transfer will be reduced to \$500,000 in Fiscal Year 2022



Recent Background – Continued Transparency

Community Engagement Meetings

- First meeting, February 29, 2020
- Neighborhood/Conservancy, November 2020
 - (Eastwoods, Hyde Park, Cherrywood, North Loop, North University & Hancock)
- Golf Advisory Group, November 2020
- PARB Briefing, December 2020
- Neighborhood Associations, January 2021
- Neighborhood/Conservancy, March 2021
- Conservancy Meeting, April 2021

Community Surveys

- PARD Online Survey (February-May 2020)
 - 343 Responses
- Hancock Conservancy Survey (Fall 2020)
 - 725 Responses - Surrounding Neighborhoods
- PARD Hancock Golfer Survey (February-March 2021)
 - 808 Responses



March 2021 Community Survey

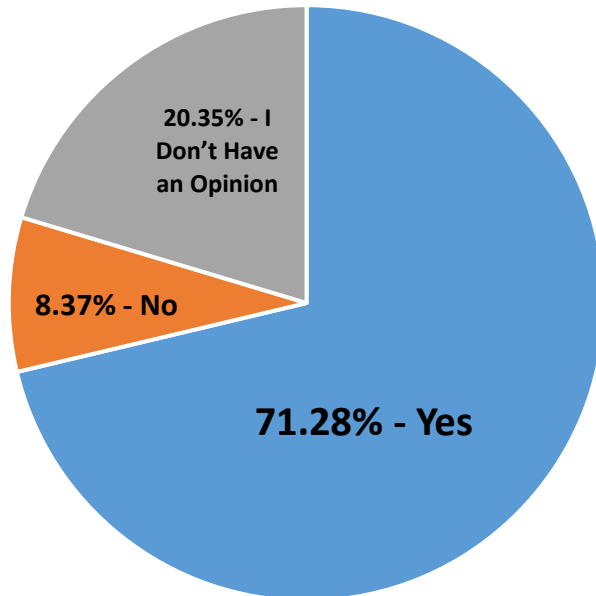
- PARD worked with Austin Energy's Data Analytics and Business Intelligence Division
 - Two-week survey was conducted (March 9th-23rd)
 - Email with Unique Link (40,000 random citizens across all 10 Council Districts)
 - Open Link (Shared with Neighborhood Associations, Conservancy Groups and our Golf Partners)
 - QR code (Posted around the municipal golf courses)
- Survey Results
 - Email – 3,629 responses received
 - Open Link – 4,754 responses received
 - QR Code – 721 responses received



March 2021 Community Survey Results

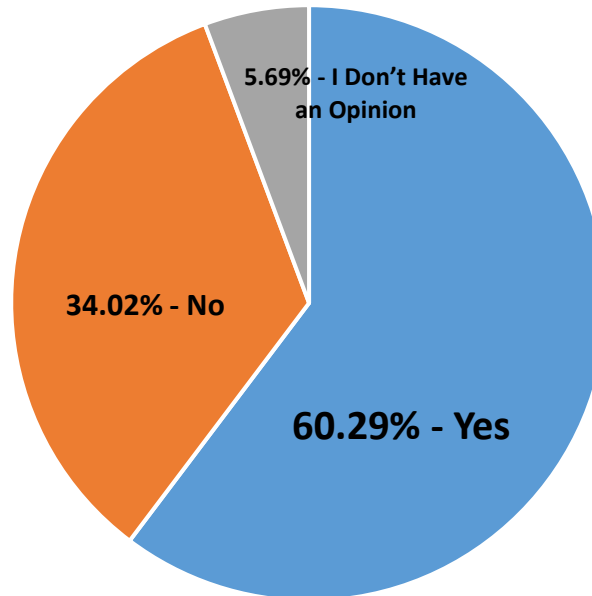
**Q4 – Hancock Golf Course is one of the oldest public golf courses in the United States, having been established in 1899.
Do you support Hancock Golf Course as a public course open to all?**

Email Survey Results



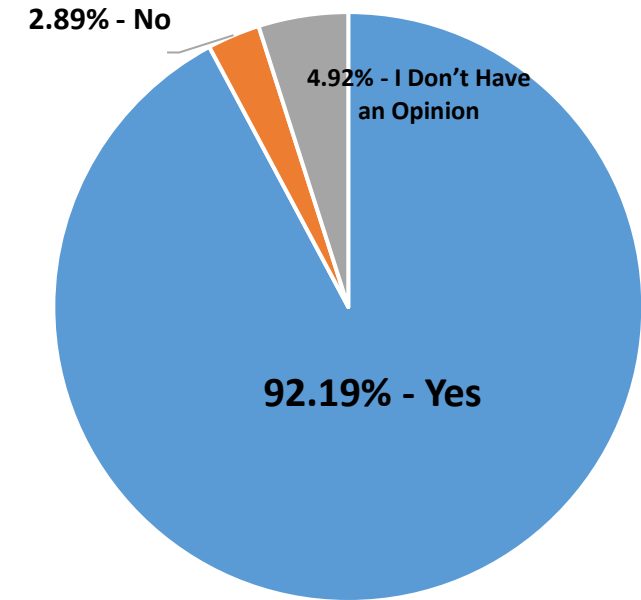
3,629 Responses

Open Link Results



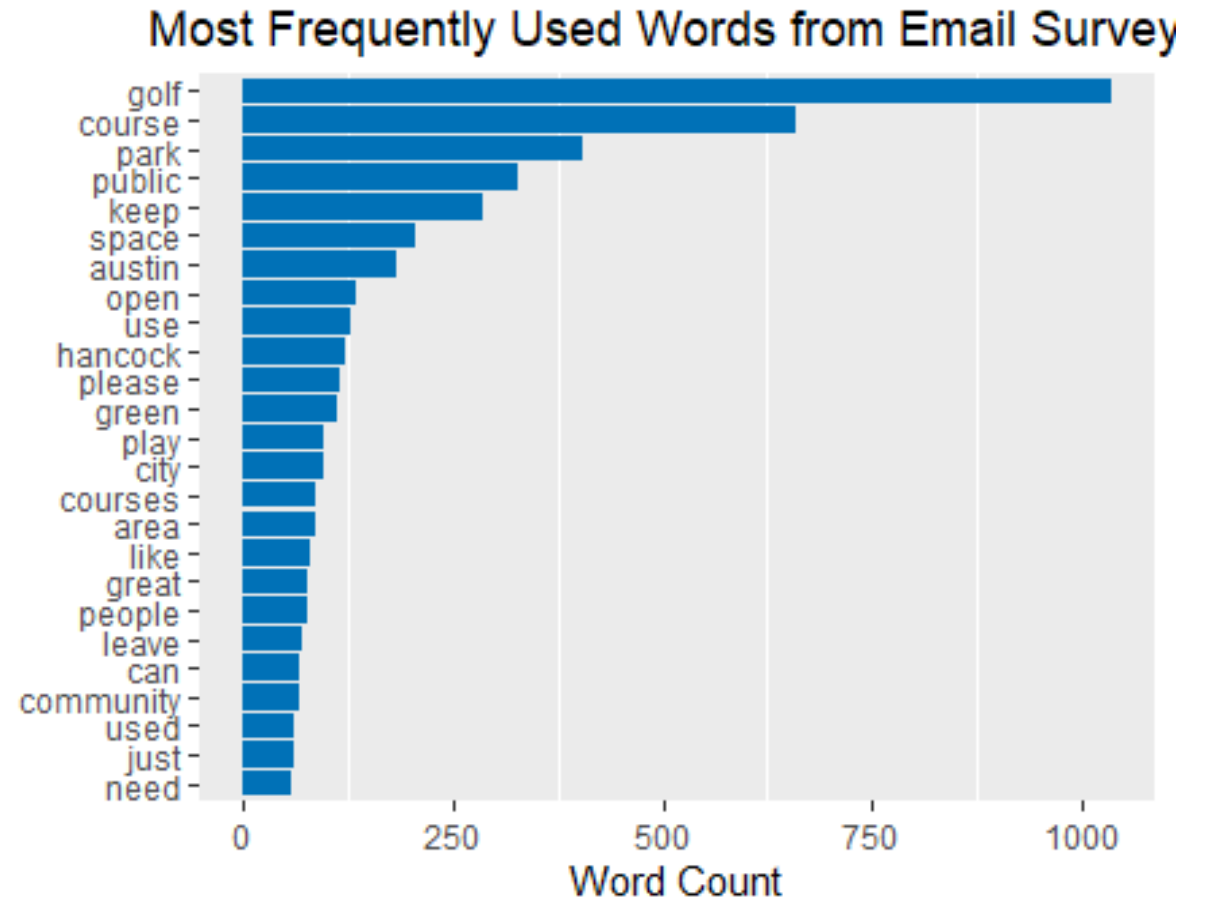
4,754 Responses

QR Code Results

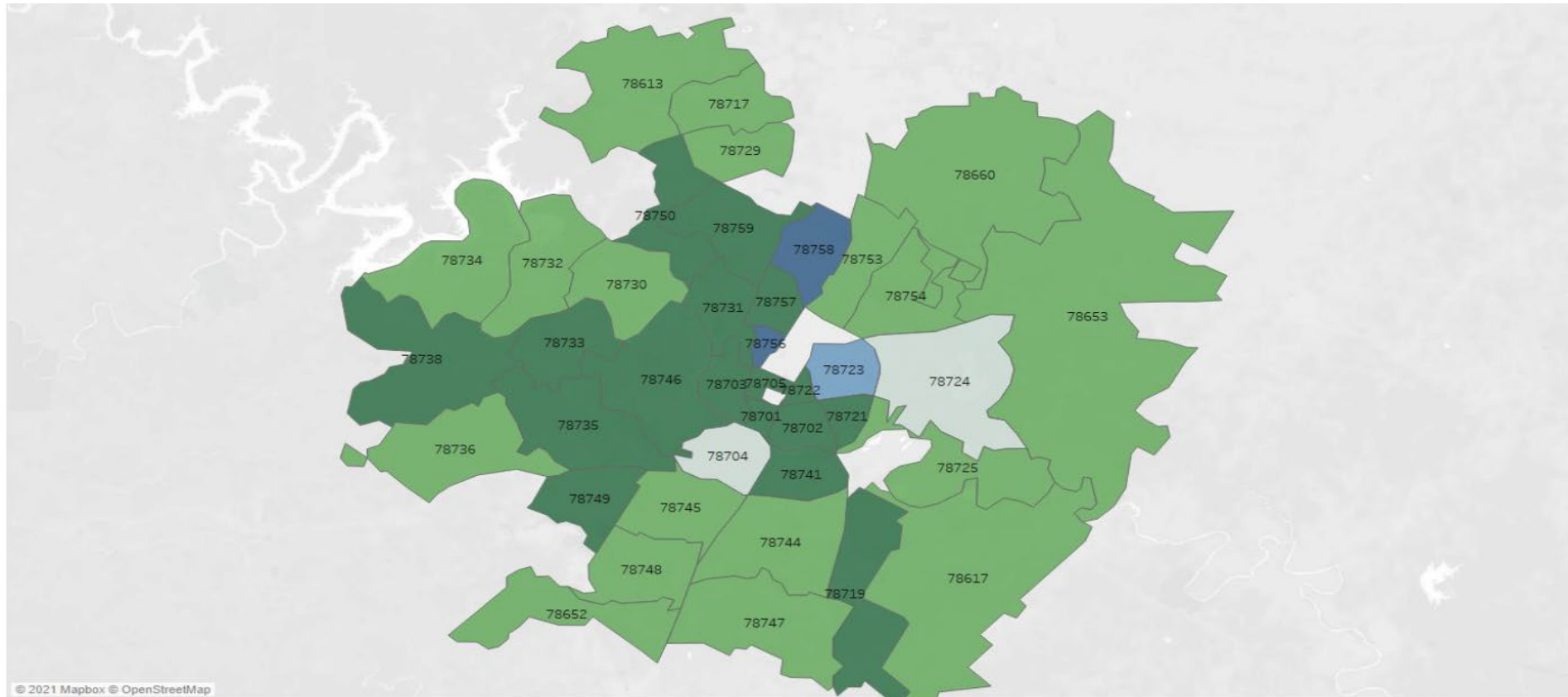


721 Responses

Most Common Words in Text Response (Email Survey)



Percent of Yes Responses – Keep as Golf Course (Email Survey)



© 2021 Mapbox © OpenStreetMap

Map based on Longitude (generated) and Latitude (generated). Color shows sum of Percent Yes. The marks are labeled by Zip Code.



PARD Direction

- Share Survey Results with Parks and Recreation Board
- Financial Solvency is a Continued Priority
 - Banner Year for Golf Rounds at Hancock for 2021
 - Continued Sustainability Questionable
- Course Challenges Need to be Addressed
- PARD is interested in hybrid model: **Golf *and* Park** elements
- Continue Citizen Engagement/Partnerships – Improve Shared Use Model
 - Neighborhood Associations, Conservancy Groups, Golf Advisory

Proposed Timeline & Next Steps

ACTION	DATE
Presentation to Parks and Recreation Board on Survey Outcome	June 2021
Complete Fiscal Year Operation Evaluation	October 2021
Neighborhood Association/Conservancy Meetings on Fiscal Year 2021 Results and Revenue Improvement Concepts Including Expanding/Enhancing Shared Use Spaces Within the Park	October 2021
Golf Advisory Briefing on Fiscal Year 2021 Results and Revenue Improvement Concepts Including Shared Use Ideas	November 2021
Parks and Recreation Board Briefing on Revenue Improvement Concepts Including Shared Use Ideas	December 2021
Memorandum to Council Summarizing Plan	December 2021

Questions